

In the Claims

Claims 4 and 22 are canceled without prejudice.

Claims 1-3 and 5-21 are amended.

5 Claims 1-3 and 5-21 remain in the application and are listed as follows:

1. (Currently Amended) A ~~computer-implemented~~ method for playing rich media presentations within an internet browser comprising:

automatically determining when ~~the~~ an internet browser ~~operating on~~ of a

10 network device on a network has requested access to a rich media presentation;

detecting one or more attributes relating to rich media presentation

capabilities of ~~the internet browser, or the network device, or one or both of~~ the

internet browser and the network device; ~~wherein~~, the one or more attributes ~~is~~

including at least one of: an operating system type attribute, a plug-in attribute;

15 a browser type attribute, a firewall attribute, a monitor setting attribute; a language

attribute; a bandwidth attribute ~~and~~ or a protocol attribute;

selecting an appropriate rich media presentation to be ~~provided~~ sent to the

internet browser ~~on the network device~~ from among a plurality of rich media

presentations based on the detected one or more attributes ~~of the internet browser, or~~

20 ~~the network device, or the internet browser and the network device rich media~~

~~presentation capabilities; and~~

providing causing the selected rich media presentation to be sent to the internet browser; and

automatically playing the provided rich media presentation within the internet browser on the device.

5

2. (Currently Amended) The method of Claim 1, wherein detecting the one or more attributes includes comprises detecting two or more attributes from: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute and or a protocol attribute.

10

3. (Currently Amended) The method of Claim 2, further comprising determining when the internet browser, or the network device, or one or both of the internet browser and the network device supports playing the rich media presentation, and when, optimizing; configuring the rich media presentation for the internet browser, or the network device, or the internet browser and the network device based on the detected attributes when a determination is made that playing of the rich media presentation is supported; otherwise, displaying an alternate causing a supported presentation that to be sent to the internet browser, or the network device, or the internet browser and the network device supports.

15

20

4. (Canceled)

5. (Currently Amended) The method of Claim 3, further comprising
~~providing allowing~~ a client ~~the ability~~ to modify one or more characteristics
associated with the rich media presentation.

5

6. (Currently Amended) The method of Claim 5, wherein ~~providing~~
~~causing the selected~~ rich media presentation to be sent to the network device;
further comprises utilizing an ad serving engine.

10 7. (Currently Amended) The method of Claim 5, wherein ~~providing~~
~~causing the selected~~ rich media presentation to be sent to the network device;
further comprises using an email serving engine.

15 8. (Currently Amended) The method of Claim 5, further comprising
~~delivering causing~~ an image to be delivered to the network device ~~that is displayed~~
for display on the network device at a location relating to the rich media
presentation.

20 9. (Currently Amended) The method of Claim 5, wherein ~~generating the~~
selecting the appropriate rich media presentation ~~for the device~~, further comprises:
~~generating selecting~~ a virtual player optimized configured for the network
device;

~~generating~~ selecting a presentation package ~~optimized~~ configured for the network device; and

~~generating~~ the selecting a media package for the network device.

5 10. (Currently Amended) A ~~computer-readable medium~~ having computer executable instructions embodied thereon, comprising One or more computer readable media comprising instructions that are executable to:

automatically ~~determining~~ determine when a rich media presentation is accessed; ~~wherein the rich media presentation is presented within a banner ad within~~ by an internet browser on a network device ~~that is when the network device is~~ coupled to a network;

detecting detect one or more attributes relating to ~~media play back~~ rich media presentation capabilities of ~~the internet browser, or the network device, or one or~~ both of the internet browser and the network device ~~that is coupled to the network~~; 15 wherein, the one or more attributes is including at least one of: an operating system type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute ~~and or~~ a protocol attribute; and

providing cause the rich media presentation to be sent to the internet browser ~~on the device~~; and

automatically playing ~~the provided rich media presentation within the~~ internet browser on the device.

11. (Currently Amended) The ~~computer readable medium~~ one or more computer readable media of Claim 10, further comprising ~~determining~~ instructions that are executable to determine when ~~the internet browser, or the~~ 5 ~~device, or~~ one or both of the internet browser and the network device supports playing the rich media presentation, ~~and when, optimizing; configure~~ the rich media presentation ~~for the internet browser, or the device, or the internet browser~~ and ~~the device~~ based on the detected attributes when a determination is made that playing of the rich media presentation is supported; otherwise, ~~providing the~~ 10 ~~internet browser on the device with with an alternate presentation of the cause a~~ supported rich media presentation to be sent to the internet browser.

12. (Currently Amended) The ~~computer readable medium~~ one or more computer readable media of Claim 11, ~~performing an action when the banner ad is~~ 15 ~~selected wherein the rich media presentation is configured to be presented within a~~ banner ad that is selectable to cause an action to be performed.

13. (Currently Amended) The ~~computer readable medium~~ one or more computer readable media of Claim 12, wherein ~~providing the rich media~~ 20 ~~presentation to the internet browser on the device, further comprises utilizing the~~ ~~instructions cause an ad serving engine to send the rich media presentation.~~

14. (Currently Amended) The ~~computer readable medium~~ one or more
computer readable media of Claim 12, wherein ~~providing the rich media~~
~~presentation to the internet browser on the device, further comprises using the~~
~~instructions cause an email serving engine to send the rich media presentation.~~

5

15. (Currently Amended) The ~~computer readable medium~~ one or more
computer readable media of Claim 12, further comprising instructions that are
executable to cause an image to be delivered to the network device that is
displayed for display on the network device at a location relating to the rich media
10 presentation.

16. (Currently Amended) A system for providing a rich media presentation
to a network device over a network, comprising:

15 a ~~processor and a computer readable medium;~~
 ~~an operating environment stored on the computer readable medium and~~
 ~~executing on the processor;~~
 ~~a communication connection device operating under the control of the~~
 ~~operating environment;~~
 a processor operable to implement a rich media presentation application
20 operating under the control of the operating environment and operative to perform
 actions, including comprising:

automatically determining when the rich media presentation is accessed ~~within~~
by an internet browser on a ~~the network device that is coupled to a network;~~
detecting one or more attributes relating to ~~media play back rich media~~
~~presentation capabilities relating to the internet browser, or the device, or one or~~
5 ~~both of the internet browser and the network device; wherein, the one or more~~
attributes ~~is including~~ at least one of: an operating system type attribute, a plug-in
attribute; a browser type attribute, a firewall attribute, a monitor setting
attribute; a language attribute; a bandwidth attribute ~~and or~~ a protocol attribute;
selecting an appropriate rich media presentation to be provided to the internet
10 browser from among a plurality of rich media presentations based on the detected
one or more attributes; and
~~providing causing the selected rich media presentation to be sent to the~~
internet browser ~~on the device; and~~
~~automatically playing the rich media presentation within the internet~~
15 ~~browser on the device.~~

17. (Currently Amended) The system of Claim 16, wherein the rich media presentation application actions further comprises determining when ~~the internet browser, or the device, or one or both of~~ the internet browser and the network device 20 supports playing the rich media presentation, ~~and when, optimizing; configuring~~
the rich media presentation ~~for the internet browser, or the device, or the~~
~~internet browser and the device~~ based on the detected attributes when a

determination is made that playing of the rich media presentation is supported;
~~otherwise, providing the internet browser on the device with an alternate presentation of the rich media presentation causing a supported presentation to be sent to the internet browser.~~

5

18. (Currently Amended) The system of Claim 17, wherein ~~when~~ the rich media presentation is configured to be presented within a banner ad, ~~further comprises making the banner ad that is~~ selectable by the network device; and ~~performing an action when the banner ad is selected to cause an action to be~~
10 performed.

19. (Currently Amended) The system of Claim 17, wherein providing ~~causing~~ the rich media presentation to be sent to the internet browser ~~on the device, further comprises utilizing an ad serving engine.~~

15

20. (Currently Amended) The system of Claim 17, wherein providing ~~causing~~ the rich media presentation to be sent to the internet browser ~~on the device, further comprises using an email serving engine.~~

20

21. (Previously Presented) The system of Claim 17, further comprising ~~delivering causing~~ an image to be delivered to the internet browser ~~on the device that~~

~~is, the image being configured to be displayed within the internet browser on the device at a location relating to the rich media presentation.~~

22. (Canceled)